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Application No.: 10/772,752  
Amendment dated: November 23, 2009  
Reply to Office Action of June 22, 2009  
Attorney Docket No.: 22176.28 (HFW-L4400)

### Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

### Listing of Claims

Claim 1 (currently amended): A multi-layer material for forming an image on a substrate, the material comprising

an embossed layer comprising

~~a plurality of substantially non-overlapping panels,~~

wherein each individual panel is tinted with one of the ~~YMCK~~ primary colors

[[and]],

~~wherein each panel is holographically and optically variably configured to diffract incoming diffracts light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each individual panel, and~~

~~wherein at least two panels are tinted with different primary colors.~~

Claim 2 (currently amended): The material of claim 1, wherein each individual panel is ~~holographically and optically variably configured by being embossed to diffract incoming light at the predetermined angle  $\alpha_n$ , which angle  $\alpha_n$  is different from the angles of reflection of the embossings in other panels.~~

Claim 3 (currently amended): The material of claim 1,

~~wherein each individual panel is holographically and optically variably configured to comprise~~ comprises a plurality of embossed pixels ~~embossed in such a way that,~~

wherein all pixels disposed within the same individual panel diffract incoming light at the predetermined angle of  $\alpha_n$ , ~~resulting in a multi-panel arrangement wherein each panel comprises pixels embossed to diffract incoming light at an angle different from the angles of diffraction of the pixels in other panels.~~

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Claim 4 (previously presented): The material of claim 1, further comprising a thermally stable layer, a wear resistant layer or top coat, a reflective layer overlaid upon the embossed layer and a heat activated adhesive layer serving to attach the material to the substrate upon heat activation.

Claim 5 (currently amended): The material of claim 1, wherein each of angles  $\alpha_n$  ~~is assigned~~ <sup>is</sup> encodes a number for subsequent reading by testing the material for presence of reflection angles.

Claim 6 (currently amended): The material of claim 1, wherein the ~~[[YMCK]]~~ <sup>primary</sup> colors ~~comprise yellow-magenta-cyan-black~~ are yellow, magenta, cyan, and black.

Claim 7 (withdrawn): A method of forming a color image having a holographic appearance on a substrate, the image being comprised of image forming pixels, the method comprising: providing a transfer material having an embossable layer comprising a plurality of panels, wherein each individual panel is tinted with one of the primary colors and is processed to diffract incoming light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each panel; and forming the color image on the substrate by selective pixel transferring of the image forming pixels from each individual panel tinted with one of the primary colors onto the substrate.

Claim 8 (withdrawn): The method of claim 7, wherein selective pixel transferring comprises heat activating of each pixel of the image forming pixels and causing each pixel to separate from the transfer material and to adhere to the substrate.

Claim 9 (withdrawn): The method of claim 8, wherein selective pixel transferring comprises heat activating of each pixel of the image forming pixels and causing each pixel to separate from the transfer material and to adhere to the substrate.

Claim 10 (withdrawn): The method of claim 7, further comprising providing a computer controlling selective pixel transferring of the image forming pixels from the transfer material to the substrate to form the holographic image.

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Claim 11 (currently amended): A multi-layer material for forming an image on a substrate,

wherein any layer of the multi-layer material is tinted with one of ~~[[the YMCK]]~~ primary colors,

the material comprising

an embossed layer comprising

~~a plurality of~~ substantially non-overlapping panels,

wherein each ~~individual~~ panel corresponds to one of the ~~[[YMCK]]~~ primary colors ~~[[and]]~~,

~~wherein each panel is holographically and optically variably configured to diffract incoming diffracts~~ light at a ~~predetermined~~ reflection angle  $\alpha_n$ , ~~which predetermined angle  $\alpha_n$  is different for each individual panel, and~~

wherein at least two panels correspond to different primary colors.

Claim 12 (withdrawn): A method of forming an image having a holographic appearance on a substrate, the image being comprised of image forming pixels, the method comprising: providing a multi-layer transfer material wherein any layer of the multi-layer material is tinted with one of the primary colors, the material having an embossable layer comprising a plurality of panels, wherein each individual panel corresponds to one of the primary colors and is processed to diffract incoming light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each panel; and forming the image on the substrate by selective pixel transferring of the image forming pixels from each individual panel tinted with one of the primary colors onto the substrate.

Claim 13 (withdrawn): The method of claim 12, wherein selective pixel transferring comprises blending individual pixels.

Claim 14 (withdrawn): The method of claim 12, wherein forming the color image on the substrate by selective pixel transferring comprises forming stand alone pixels on the substrate.

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Claim 15 (currently amended): A holographic image formed on a substrate, the holographic image comprising

~~a plurality of multi-layer holographic pixels formed on the substrate by separating from a multi-layer image forming material and adhering to the substrate in a pixel-by-pixel transfer process,~~

~~wherein each of the pixels is comprised of either a pixel tinted in one of the primary colors~~ holographic pixel comprises one or of more than one pixels tinted in one of ~~[[the]]~~ primary colors. ~~[[and]]~~

~~wherein each pixel diffracts all pixels of the same color diffract light at a predetermined diffraction angle~~ [[ $\alpha_n$ ]] different for each primary color, and

wherein at least two pixels are tinted with different primary colors.